

2013 DTR Action Team
Meeting Report Form

IMPORTANT: The Team's work is IN PROGRESS. This is simply a report to reflect the Team's activities on this particular meeting day. The Team's proposals may change before end of the process in July 2013.

Use this form to capture the Team's activities and proposed implementation action items.
(Note: The format of this form is intentionally very basic to simplify completion at the end of the meeting. Will be transferred to another format before publishing on the DTR website for public viewing.)

1. Meeting Date: April 6, 2013

2. Action Team Name: DMAP

3. Data reviewed, presentations viewed or any experts heard from today:

- historical trends in deer harvest – Pritzl
- DMAP in other states – Roepke
- Possible DMAP components in WI , a starting point - Roepke

4. Main topics discussed by Team today:

- Reviewed other state programs
- Assignment sheet prioritization
- DMAP in WI will not mimic other states and will vary across regions within WI as well

5. Additional questions or information requests made by the Team today:

- copy of PowerPoint slides used
- MFL applicability review
-

6. Implementation Action Items proposed or discussed by the Team today:

- What should the pilot look like? What will be the incentive?
-

7. Any general comments or considerations (if any) Team would like noted:

- recognizing this is a cooperative venture between hunters, landowners, and DNR

2013 DTR Action Team

Meeting Report Form

IMPORTANT: The Team's work is IN PROGRESS. This is simply a report to reflect the Team's activities on this particular meeting day. The Team's proposals may change before end of the process in July 2013.

-Full time DMAP Coordinator position is going to be a permanent position, not a pilot itself

8. Next Meeting Date is: April 27, 2013

Deer Management Assistance Program (DMAP) Action Team

April 27, 2013 Progress Report

- **Data reviewed, presentations given**
 - DTR survey results review
 - Each AT member provided their vision of DMAP
- **Main topics discussed**
 - AT member views of DMAP
 - Common themes
 - Establish value/incentives of DMAP
- **Additional Action Team questions/information requests:**

Deer Management Assistance Program (DMAP) Action Team

April 27, 2013 Progress Report

- **Implementation Action Items proposed or discussed by the Action Team :**
- **General comments or considerations noted by the Team:**

Deer Management Assistance Program (DMAP) Action Team

April 27, 2013 Progress Report

Common Themes

- Applicable to both public and private land
- On-site visit by biologist and forester to assist landowner with their decisions
 - Habitat/harvest recommendations in order to achieve landowner goals
- Broad program offerings (cafeteria style), one size **doesn't** fit all
- Sustainability/funding of program is critical (who's responsibility?)
- Local meetings and workshops
- Biological data collection
- Minimal annual fee
- Education/outreach is a top priority
- Must rebuild trust between landowners, hunters, and DNR

Deer Management Assistance Program (DMAP) Action Team

April 27, 2013 Progress Report

Values of DMAP

- Landowner/hunter
 - Enhanced hunting experiences
 - Controlling land's and herd's destiny with guided assistance
 - Better habitat, more/less deer
 - Local control of deer herd
 - Future deer management stability driven by cooperation rather than policy
- DNR
 - Biological data collection
 - Good face for DNR
 - Improved relationships with landowners/hunters

Deer Management Assistance Program (DMAP) Action Team

April 27, 2013 Progress Report

Topics for the next meeting

- Partner involvement
- Specific components of DMAP
- Pilot program

Deer Management Assistance Program (DMAP) Action Team

May 18, 2013 Progress Report

- **Data reviewed, presentations given:**
 - Facilitation update, agenda, implementation proposal steps
 - DTR DMAP recommendation review
- **Main topics discussed:**
 - Hiring of a DMAP coordinator
 - DMAP antlerless permit system
 - DMAP annual reports, workshops, meetings
 - Public outreach and education
- **Additional Action Team questions/information requests:**

Deer Management Assistance Program (DMAP) Action Team

May 18, 2013 Progress Report

- **Implementation Action Items proposed or discussed by the Action Team :**
 - B.7. Establish a DMAP antlerless permit system
 - J.1. Hire a DMAP coordinator
 - F.1. Annual range evaluations to assess habitat status
 - D.7. Annual meeting of DMAP cooperators
 - E.4. Annual DMAP workshop and annual report
 - G.2. DMAP cooperators should receive annual reports
 - G.5. Expand public education/outreach
 - H.8. Project results should be extended to the public
 - D.4. Implementation of a statewide DMAP program
 - G.1. Implement a Deer Management Assistance Program (DMAP)

Deer Management Assistance Program (DMAP) Action Team

May 18, 2013 Progress Report

- **General comments or considerations noted by the Team:**
 - DMAP success will be dependent on DMAP coordinator
 - An antlerless permit system should be part of DMAP, however, it should not replace the existing permit structure.
 - Annual reports, meetings, workshops, and public outreach will be critical to build support for DMAP and enroll new cooperators.

Deer Management Assistance Program (DMAP) Action Team

June 8, 2013 Progress Report

- **Data reviewed, presentations given:**
 - DMAP mid-process presentation
- **Main topics discussed:**
 - Fees (enrollment, antlerless tags)
 - Minimum acreage
 - Pilot structure
 - DMAP on public lands
- **Additional Action Team questions/information requests:**
 - Draft proposal for DMAP to be prepared for the action team
 - Additional questions:
 - What services will be offered?
 - What will the application look like?
 - How will partner groups be involved?
 - What is the structure of the cooperatives?
 - What will the biological metrics be?

Deer Management Assistance Program (DMAP) Action Team

June 8, 2013 Progress Report

- **Implementation Action Items proposed or discussed by the Action Team :**
 - D.4. We recommend implementation of a statewide DMAP program; and, nowhere is such a program needed more than in the DMZ
 - G.1. Implement a Deer Management Assistance Program (DMAP)

Deer Management Assistance Program (DMAP) Action Team

June 8, 2013 Progress Report

- **General comments or considerations noted by the Team:**

Deer Management Assistance Program Action Team

- 10 Participants on the Team
- *Assignment Sheet consists of 10 Recommendations from the Deer Trustee Report*
- *Currently developed 4 Implementation Proposals covering 8 Recommendations*



DTR ACTION TEAM

June 8, 2013 Mid-Process Report

DTR Recommendation B-7:

Establish a DMAP antlerless permit system

DMAP Action Team Implementation Proposal:

Support recommendation

- Will not replace existing antlerless permit system
- Tags would be issued based on a property-specific assessment with landowner input
- Could apply to public lands to increase/decrease antlerless harvest where needed
- Antlerless tag fees should be consistent with the current established fees (i.e. \$0 in CWD units, \$2 in Herd Control units, or \$12 regular units)
- Funds generated from the sale of antlerless permits should remain in the program



DTR ACTION TEAM

June 8, 2013 Mid-Process Report

DTR Recommendation F-1:

Annual range evaluations should be conducted to assess habitat health and condition

DMAP Action Team Implementation Proposal:

Support recommendation

- Range evaluations will document the effects of deer on the habitat and will be used to guide habitat improvement and antlerless harvest recommendations where warranted
- Range evaluations will be developed by technical experts, be repeatable and well documented
- Cooperators will be trained on the methods used



DTR ACTION TEAM

June 8, 2013 Mid-Process Report

DTR Recommendations D-7, E-4, G-2, G-5, H-8:

D-7 Annual meeting of DMAP Cooperators

E-4 Annual DMAP workshop and annual report

G-2 DMAP cooperators receive annual report

G-5 Expand public education/outreach efforts

H-8 Project results should be extended to the public

DMAP Action Team Implementation Proposal:

Support all recommendations

- These recommendations collectively will increase program participation, information sharing, overall support of the program, and most importantly cooperation & trust between landowners, hunters, and the DNR.



DTR ACTION TEAM

June 8, 2013 Mid-Process Report

DTR Recommendation J.1.

Hire a DMAP coordinator

DMAP Action Team Implementation Proposal:

Support recommendation

DMAP Coordinator should:

- Have a primary focus on DMAP implementation
- Have a “boots on the ground” presence including property visits, annual workshops & meetings, and outreach efforts to all parties involved
- Possess strong communication skills
- Be adaptive as responsibilities may change over time



DTR ACTION TEAM

June 8, 2013 Mid-Process Report

DTR Recommendations D.4. and G.1.:

D.4. We recommend implementation of a statewide DMAP program;
and, nowhere is such a program needed more than in the DMZ

G.1. Implement a Deer Management Assistance Program (DMAP)

DMAP Action Team Implementation Proposal:

Support recommendations (*in progress)

Current components:

- On-site visit by a biologist and/or forester (initial visit will be free)
- Collection and reporting of biological harvest data
- Instruction on wildlife inventory and monitoring resources
- Dissemination of technical information
- Public land component



DTR ACTION TEAM

June 8, 2013 Mid-Process Report



DTR ACTION TEAM

June 8, 2013 Mid-Process Report



DTR ACTION TEAM

DMAP PROGRAM OBJECTIVES

The objectives of DMAP as stated in the DTR:

1. Improve relationships between hunters, landowners, and the DNR
2. Provide a means for site-specific management of antlerless deer
3. Provide a data base for site-specific management that can also be suited to supplement data bases For management decisions at the DMU and state levels



DTR ACTION TEAM

DMAP PROGRAM CONCEPTS

1. OBJECTIVES
2. MENUE OF SERVICES
3. PROJECT SIZE REQUIREMENTS
4. APPLICATION AND ENROLLMENT
5. FEES AND FEE STRUCTURE
6. ADMINISTRATION
7. DATA COLLECTION
8. ANNUAL MEETINGS, WORKSHOPS AND REPORTS
9. ANTLERLESS PERMIT SYSTEM
10. EDUCATION AND OUTREACH
11. PUBLIC LAND
12. PILOT PROGRAM AND DMAP ROLL OUT
13. MEASUREMENTS OF SUCCESS



2013 Deer Trustee Report DMAP Program Concepts

7-3-13

Working draft

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Action Team: DMAP	DMAP Program Concepts
	<i>DTR Report Page 56-57 Recommendation #5</i>

Unlike the other proposals being drafted by Action Teams for implementing specific recommendations found in the Deer Trustee Report (DTR), the Deer Management Assistance Program (DMAP) required a more general outline document to capture all the aspects of what such a program might look like in Wisconsin.

This working document outlines the features and concepts the Action Team considered for defining DMAP in Wisconsin.

These are grouped below into the follow categories to help frame discussions, compare to similar programs in other states and present for additional public comments:

- Menu of Services Offered
- Project Size Requirements
- Application and Enrollment Process
- Fees and Fee Structure
- Administration
- Data Collection
- Annual Meetings, Workshops and Reports
- Antlerless Permit System
- Education and Outreach
- Public Land
- Pilot Program and DMAP Roll-Out
- Measurement of DMAP Success

IMPORTANT NOTE

As of this current draft, the ideas included in this document were those of the WDNR liaisons supporting the DMAP Action Team with information from Action Team meetings, other states and similar programs in Wisconsin.

Per an Action Team request, the WDNR was requested to assemble this initial draft to provide the Action Team with various options to consider for the Action Team's final proposal.

This draft is intended only as a **temporary tool** to support the DMAP Action Team's meeting deliberations regarding what to propose for inclusion in a DMAP program in Wisconsin.

Public review is cautioned against reaching any conclusions on current direction of the Action Team!



2013 Deer Trustee Report DMAP Program Concepts

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I. ORIGINAL DEER TRUSTEE REPORT RECOMMENDATION

We recommend implementation of a statewide DMAP program; and, nowhere is such a program needed more than in the DMZ. We strongly recommend immediate development of cooperator DMAP management plans involving landowners, hunters and stakeholder groups. Establishing DMAP in the DMZ should be a high priority in implementing our recommendations. The benefits are significant. Improved landowner confidence in WDNR field biologists will serve to increase surveillance for clinically ill or recently dead animals, making possible more tracking of CWD-caused mortality. Further, this will increase buy-in by all individuals, especially in regard to population control through harvest management.

II. OBJECTIVES

The objectives of DMAP (originally taken from the DTR, modified by the AT) are:

- 1) Improve relationships between hunters, landowners, and the DNR
- 2) Provide a means for sustainable, long-term site-specific management of deer, other wildlife and their habitat
- 3) Provide a data base for site-specific management that can also be suited to supplement data bases for management decisions at the DMU and state levels

III. MENU OF SERVICES

DMAP participation will be available to private landowners at three levels of involvement to accommodate the wide range of landowner goals and deer management options across the state. The three levels of offerings are a list of possible options that have been recommended by the DTR and its authors, Action Team members and the DNR liaisons, and by others states who offer a DMAP.

Level 1. This will be the entry level option, best suited for small individual properties with minimal management objectives and where a financial commitment is not required. This option is focused on the dissemination of DMAP related materials and instruction on becoming more involved in DMAP.

- Annual fee: \$0
- Minimum acreage: none
- Offerings:
 - Consultation (phone/email) on habitat management and harvest practices.
 - Informational packet of DMAP related materials.
 - Landowner will be provided the annual statewide DMAP report.
 - Landowner will be invited to attend annual DMAP meetings and/or field workshops.
 - Information on participating in "citizen science" volunteer opportunities.
 - Opportunity to collect and submit biological harvest data.
 - Assistance with forming DMAP cooperatives with neighboring landowners.
 - Access to online resources
- Participation requirements:
 - Basic online application:
 - Landowner/cooperative contact information, acreage, habitat types on property, property management and deer harvest history, management goals/objectives, current evaluation of deer herd/habitat, etc.

Level 2. This will be the entry level option for DMAP cooperatives and could apply to properties of all sizes.

- Enrollment fee: \$75 per 3 year enrollment period (per cooperative)



2013 Deer Trustee Report DMAP Program Concepts

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- Minimum acreage: 160 acres per individual landowner or cooperative. Cooperatives should consist of adjacent landowners when possible.
- Offerings: All *Level 1* offerings plus:
 - A site visit/consultation per landowner with a cooperating DMAP biologist and forester. The biologist and forester will provide a basic habitat assessment with verbal habitat and harvest recommendations.
 - Management recommendations for wildlife other than deer can be discussed based on landowner desire.
 - Management plan prepared by the cooperating DMAP biologist or private consultant.
 - DNR will provide a free management plan or the cooperative has the option of hiring a private consultant for a more detailed plan. Cooperatives will not be required to follow recommendations made in the management plan. Consulting plan writers will be certified in writing DMAP plans.

Plan components (may not be a complete list):

1. General description of property – ownership, legal description, acres, past/current land uses, habitat communities, common wildlife
 2. Land use and management goals and objectives
 3. Map – a map that includes property boundaries, roads, waterways, and habitat communities with the location of habitat management practices indicated
 4. Ecology information of target species
 5. Habitat management recommendations with an implementation schedule
 6. Recommended harvest strategies
 7. Implementation budget to perform management recommendations
 8. Resource materials – aerial photos, soil maps, technical articles on habitat management, contact information for resource professionals who prepared the plan and who can implement the management practices.
- Instruction on wildlife inventory and monitoring resources
 - Annual cooperative harvest reports prepared by the biologist
 - Reduced rate antlerless tags issued based on biologist recommendations made with landowner input. The fee for antlerless tags would be $\leq 50\%$ of the current antlerless tag fee established for the surrounding DMU. Antlerless tags will not be issued the first year of enrollment unless the cooperative can provide biological harvest data from at least one year prior to enrollment.
- Participation requirements:
 - Enrollment application:
 - Landowner/cooperative contact information, legal description of property, land use information, total acreage, total acreage in agricultural production, habitat types on property, property management and deer harvest history, management goals/objectives, current evaluation of deer herd/habitat, reasons for enrolling in DMAP, submission deadline, etc.
 - Annual fee
 - Collection and submission of biological harvest data annually along with harvest data (number of deer harvested, ages, weights, etc.) from at least one year prior to enrollment. The submission of data from previous years is contingent upon the availability of the data.
 - Data: Date of kill, sex, age (jawbone will be aged by the biologist or cooperatives can be trained), weight, antler measurements, lactation status, CWD samples, etc.
 - Renewal should be contingent upon submission of this data. Cooperatives should be strongly encouraged to submit the data prior to the termination of the contract.
 - Attendance at an annual field workshop/meeting by at least one member of a cooperative for certification purposes.



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- Level 3.** This option will include the full suite of program options and is best suited for medium-large properties with complex management goals and dedicated cooperatives.
- Enrollment fee: \$150 per 3 year enrollment period (per cooperative)
 - Minimum acreage: 640 acres per landowner or cooperative. Cooperatives should consist of adjacent landowners when possible. DMAP project areas may be established where cooperatives could be formed by non-adjacent landowners.
 - Offerings: All *Level 2* offerings plus:
 - Additional assistance/interaction with the landowner and/or cooperative
 - Management plan prepared by the cooperating DMAP biologist or private consultant.
 - Management plans will include the additional management options included at *Level 3*, including detailed habitat management recommendations and population monitoring techniques and can be adjusted based on management outcomes.
 - Assistance with population monitoring (i.e. trail camera surveys, spotlights counts, pellet counts)
 - Management recommendations for wildlife other than deer
 - Annual habitat assessments will be developed by the Bureau of Science Services and will be conducted by the DMAP biologist and/or forester. Landowners will be trained on the survey methods and required to participate.
 - Property design/layout (“deer-scaping”) recommendations to improve hunting experiences.
 - Identification and assistance with other programs and grant opportunities to conduct habitat improvement and management activities (Farm Bill programs, WDNR Landowner Incentive Program, USFWS Private Lands Program, WWOA, etc.).
 - A DMAP working group consisting of these programs may be organized by the DMAP coordinator through the development stages of the program. Partner programs may be involved on an as needed basis determined by the DMAP coordinator, biologist, forester, and landowner.
 - Participation requirements
 - Annual fee
 - Enrollment application
 - Collection and submission of biological harvest data
 - Attendance at an annual field workshop/meeting by at least one member of a cooperative for certification purposes.

IV. Project Size Requirements

Private land

There will not be a minimum property size for the basic program offerings (Level 1), recognizing that communication opportunities/relationship building can exist on small properties, but Level 2/3 will have minimum cooperative sizes of 160 and 640 acres (total acreage). Although DMAP is intended to be a people management program, not a deer management program, we recognize that the potential for deer herd management will be a function of property size. There is no minimum property size for individual properties included within cooperatives.

- Cooperatives between adjacent landowners will be strongly encouraged to meet the minimum acreage. Cooperatives formed between non-adjacent landowners will be at the discretion of the DMAP biologist based on land ownership and habitat patterns within the area. This will allow more cooperatives to achieve minimum acreage requirements.



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Public land

State owned properties in Wisconsin range from a few acres to over 190,000 acres, with the average property size being 1,777 acres. County forests range from <1,000 acres to 267,000 acres with an average of 79,000 acres. National Forest districts can easily exceed the largest state and county owned properties.

There will not be a minimum property size for public lands to enroll in DMAP. Enrollment of public lands will be at the discretion of the biologist, DMAP coordinator, and property manager with input provided by hunters and neighboring private property owners. Public lands enrolled in DMAP will not have to be contiguous acres.

DMAP cooperatives can be formed between adjacent public and private landowners. There will not be a minimum size for these cooperatives.

V. APPLICATION AND ENROLLMENT

- Landowners seeking involvement in DMAP would fill out an application form indicating the location of the property, the landowner's management objectives, property history, deer harvest history, and applicant's evaluation of the deer herd and habitat conditions.
- Dependent on the level of enrollment, additional information would be required including the location and ownership of all properties included in the cooperative, a history of prior deer management activity, and an identified coordinator or contact, which will function as the primary conduit for annual reporting, meetings, and renewal with DNR. At least one individual per cooperative will be required to attend a DMAP certification workshop (additional cooperating landowners also welcome) as a condition of enrollment. Once a cooperative is approved/established, new properties may be added to the cooperative with the consent of the biologist.
- Approval of the application will be at the discretion of the biologist primarily based on habitat management opportunities and the ecological capacity of the property to meet the goals and objectives of the landowner(s). If the number of applicants exceeds the work capacity of the staff involved, applications will be ranked based on the information provided in the application. Applicants that are not accepted will be put on a waiting list and reviewed the following year.

VI. FEES AND FEE STRUCTURE

- A small annual fee will establish a commitment to the program and cover some of the costs of the program. Establishment of a fee will require legislative approval.
- The annual fee will be based on a combination of landowner goals, DMAP offerings, and property size. Cooperatives at Level 2/3 will enter a three year enrollment agreement.
 - Level 1 - \$0
 - Level 2 - \$75 for 3 years
 - Level 3 - \$150 for 3 years
- All fees that are generated in the program (including enrollment fees and antlerless tag fees) would be used to fund the administration of DMAP.



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VII. Administration

- The success of DMAP will be dependent upon the technical expertise and communication skills of the staff interacting with the landowners and hunters. To best address the goals of DMAP as stated in the DTR, current DNR biologists should be used to deliver DMAP.
- A generic field Wildlife Biologist position description has 5% of duties dedicated to private land assistance (1 day every 3 weeks). If this time were allocated to DMAP, this would equate to 16 days/yr for a biologist to interact with DMAP cooperators.
 - site visits/habitat analysis with landowners
 - management plan development
 - annual cooperative and statewide reports
 - annual meetings/workshops
- There will be variability in DMAP participation and workload across the state. Staff position descriptions and performance objectives will need to be customized based on local needs to maintain or grow the DMAP program. One option would be to have 3-4 biologists dedicated to DMAP duties within each WM district. These biologists would possess an interest in deer management, have strong communication skills, and will attend annual trainings on current deer management techniques (possibly the QDMA deer steward courses).
- Upon full implementation, regional DMAP staff could be hired, following the current model of state Farm Bill biologists which are funded by a partnership between several agencies and conservation organizations. Regional DMAP staff would provide support to the field biologists and foresters to develop maps and management plans, collect and enter data, and schedule site visits.
- The development of a certification process will be incorporated into the program in order to meet the needs of a wider array of private landowners while keeping the administrative costs lower. The certification process will identify current and emerging management options, survey/assessment standards and requirements, management plan specifications, data collection/submission requirements, etc.

VIII. Data Collection

- Citizen-based Science monitoring is a growing opportunity for biologists and the public to establish cooperative relationships. Data collection by DMAP cooperators was one of the primary goals of DMAP in the DTR. The collection of biological data will be an important step in building relationships between landowners, hunters and the DNR, add to the current statewide database of biological data, and can be used to demonstrate program success.
- Cooperators at *Level 2/3* will be required to collect and submit harvest data requested by the DNR, such as sex, age (or submit jawbone), weight, antler measurements, lactation status, and disease samples (ex. lymph nodes for CWD testing). At a minimum, all harvest data collected through normal registration should be collected by DMAP cooperatives. Additional data that could be used to demonstrate program success (weights, antler measurements, etc) should also be collected. Data should be submitted within 10 days of the close of the hunting season. Annual renewal in DMAP would be contingent on receipt of required data and involvement in training opportunities/workshops.
- Cooperators at *Level 3* could also be provided the opportunity to participate in standardized trail camera surveys, collection of winter severity data, deer browse surveys, and hunter observations/effort journals. DMAP biologists would analyze the data and include this information in the annual report provided to the cooperative. Trail camera surveys can be one of the most influential management tools



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when working with landowners to estimate local deer densities, sex ratios, buck age structure, and fawn:doe ratios.

IX. ANNUAL MEETINGS, WORKSHOPS AND REPORTS

- Annual meetings of DMAP cooperators would be established at a statewide and/or regional level depending on program participation and cooperative distribution in the state. Participants at all levels of the program will be invited to attend the annual meeting.
- Annual field workshop(s) will be conducted, perhaps in conjunction with annual meetings as an overnight/second day option. Field workshops will only be offered to *Level 2/3* participants.
 - Field workshops will cover habitat management and property design techniques. DMAP properties should be used as demonstration properties for the workshop when possible.
 - Field necropsies (not complete necropsies) could be conducted as part of the annual workshops, if carcasses are available.
 - Various partners with land conservation initiatives will be engaged to participate in workshops (and meetings) to expand the awareness of the resources they have to offer and help grow their programs as well.
- Annual cooperative reports will be provided to all cooperatives at *Level 2/3*. The report will contain a review of the previous management actions of the cooperative, harvest statistics and analysis, and habitat and harvest recommendations for the following year.
- A statewide summary of DMAP participation, accomplishments, and harvest summaries will be produced annually and be made available to the public.

X. ANTERLESS PERMIT SYSTEM

- DMAP cooperators will be provided a recommended antlerless harvest in consideration of their stated objectives, identified community issues related to deer abundance, and landowner input.
- Antlerless tags could be issued to DMAP cooperators when harvest needs have been identified by the landowner and DNR biologist that cannot be met by the season framework in the Deer Management Unit. This would require legislative approval.
- The fee for DMAP antlerless permits should be earmarked for DMAP implementation. This would require legislative approval.
- Antlerless tags issued to DMAP cooperatives (including public lands) would be cooperative specific, not hunter specific, meaning the cooperative could distribute the tags to any hunter that they choose. Public properties may issue tags on a first-come, first-served basis similar to how antlerless tags are currently issued.
- Reduced rate antlerless tags issued based on biologist recommendations made with landowner input. The fee for antlerless tags would be $\leq 50\%$ of the current antlerless tag fee established for the surrounding DMU. Antlerless tags will not be issued the first year of enrollment unless the cooperative can provide biological harvest data from at least one year prior to enrollment.



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XI. EDUCATION AND OUTREACH

- In addition to the annual meetings, workshops, and reports for DMAP cooperators, information will be shared with the general public through online, print, and broadcast media to promote DMAP participation and improve the relationship between all hunters, landowners, and the DNR. The DMAP Coordinator will be in charge of developing the outreach with help from the Office of Communications:
 - DMAP website with program information, technical brochures, etc.
 - DNR YouTube Channel video installments addressing deer management issues
 - Regular articles submitted to general and conservation print media
 - Promotion for TV news coverage and sponsorship of syndicated outdoor programs
 - Regular radio appearances on various talk shows
 - Appearances at annual sport shows and conservation organization conferences
- These recommendations collectively will increase program participation, information sharing, overall support of the program, and most importantly cooperation & trust between landowners, hunters, and the DNR.

XII. PUBLIC LAND

- Public lands across Wisconsin represent the full spectrum of deer management issues, from low deer densities that are negatively impacting recreational opportunity to high densities that negatively impact plant communities, native habitat, and commercial products.
- As such, public lands could benefit from DMAP participation:
 - Engagement of local communities and users to identify habitat improvement needs and adjustments to antlerless harvest will allow the public more opportunities to provide input on the management practices on these properties.
 - Increased promotion of wildlife habitat management by the DMAP coordinator and/or biologist on the properties enrolled.
 - Access to additional harvest opportunity (antlerless permits) where forest regeneration is a concern or reduction in antlerless harvest where warranted.
- The DMAP coordinator and biologist would work with land managers to enroll properties into DMAP. Local public input sessions with the property manager, biologist, forester, hunters, and landowners would be used to set antlerless harvest quotas for enrolled properties. Antlerless harvest could be increased/decreased on certain areas of the property depending on localized issues.
- For public lands enrolled in DMAP, hunters must possess a property-specific antlerless tag to be able to harvest antlerless deer on those properties. All other antlerless tags would not be valid on public lands enrolled in DMAP. Antlerless tags would be issued on a first-come, first-served basis similar to how antlerless tags are currently sold in regular units. Hunters would not have restricted buck harvest opportunities.



2013 Deer Trustee Report DMAP Program Concepts

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- During the initial stages of DMAP implementation, it is recommended that DMAP be used on a limited basis on public properties until more is learned about how DMAP can be applied to these properties. The initial properties that will be enrolled will be limited in number, should consist of various land owners with different management goals, and should be geographically spread across the state.

XIII. PILOT PROGRAM AND DMAP ROLL-OUT

- The initial few years of DMAP will consist of a staged initiation and not necessarily a pilot, recognizing that the program will be part of deer management well into the future. The program will be allowed to change and adapt as information is learned over the first few years.
- The number and locations of initial DMAP cooperatives will be determined based on landowner goals, property size, location in the state, staff workload, and ability to demonstrate success. Applicants that are not accepted the first year will be put onto a waiting list and re-evaluated the next year.
- Annual workshops/meetings and a strong media campaign will be used to build program support and enrollment over time.
- It is anticipated that DMAP will be initiated in 2014.

XIII. MEASUREMENT OF SUCCESS

- The success of the of the program will indicated by measureable outcomes such as the number of cooperatives participating annually, acreage enrolled, customer satisfaction (through surveys), amount of biological data provided to the department, through observations of landowner/hunter attitudes and overall support of the program.
- Relationship improvement will be measured by a combination of anecdotal observations of increasing or decreasing support of DNR, often appearing through media coverage; and documented experience and attitude measurements of DMAP participants and surrounding community members through surveys conducted by DNR Science Services or a contractor.
- Site-specific deer management success can be measured as it relates to DMAP participant satisfaction through the above mentioned survey. Impacts on regional deer population management will likely take years to measure, but can be accomplished with established or newly developed harvest statistics collection and deer population trend monitoring.
- Success of the program will also be monitored by the DMAP cooperators ability to provide the required biological data and remain enrolled in the program. The ability for this data to become a significant source of regional or statewide deer population monitoring will depend on the growth of the program and size of the data bases which can be established.

Deer Management Assistance Program (DMAP) Action Team

July 20, 2013 Progress Report

- **Data reviewed, presentations given**
 - Reviewed the DMAP implementation proposal that covers all of the DMAP recommendations
- **Main topics discussed**
 - Reviewed DTR summary video and provided suggested edits
 - Future role of Action Team members in the implementation of DMAP
 - DMAP coordinator's role
 - Public land DMAP
 - DMAP roll-out process/timeline/outreach